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## ABSTRACT OF THE DISCLOSURE

A coded image on a recording medium (a card) which records desired information as an optically readable coded image (a dot code) contains predetermined record location information indicating a record location at which the image is recorded on the card, as, for example, an element of a physical format of the image. A coded image reading apparatus for reading the coded image from the card has image inputting means (a pickup). The apparatus includes a CPU, which includes and can execute record location determining means (a program) for obtaining record location information from an input image and determining a record location of the image. The card is guided so that the proper read operation can be performed in accordance with this function of determination.